

**A**t Live Well Geary County (LWGC), we are developing dynamic, community-based strategies to improve the health of our residents. LWGC was founded in response to a call for county-wide coordinated action among health and wellness stakeholders. Together we work to close the gaps in services and resources so that there are healthy choices where residents live, learn, work and play.

### Community Perception

- Comments from interviewees reflected that most started shopping at the Geary Community Farmers Market because of the availability and variety of fresh fruits and vegetables.
- Three-quarters of those interviewed like the current location of the Geary Community Farmers Market. However, they expressed concern that populations that need to access healthy foods such as older and low income individuals might have barriers to transportation.
- About half of the interviewees reported they use SNAP/EBT and/or Senior Coupon benefits at the Geary Community Farmers Market and were pleased with the process for obtaining and using their tokens.

“Improving access to healthier food and beverage options will make an impact not only on the success of employees now but encourage lifestyle changes that will have positive impacts on their health.”

— Philip Orr,  
Managing Director,  
UPU Industries

# Geary County



### Healthy Eating



#### LWGC Food Policy Council

received a *Pathways* implementation grant to engage **New Venture Advisors** in

developing a **Food System Plan** for the county. The 10-year plan will provide a comprehensive approach to food system efforts—identifying policy solutions that influence how food is produced, processed, distributed, stored, transported and consumed.



### Active Living



#### The Flint Hills Metropolitan Planning Organization

was awarded a *Pathways* grant to provide matching funds for a

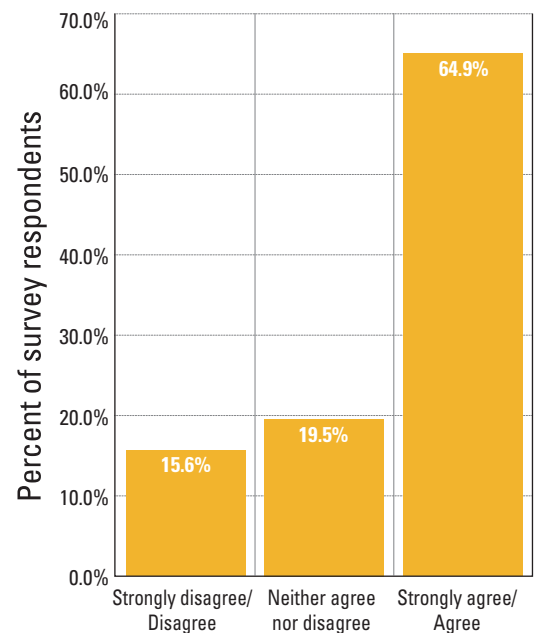
**State Transportation Innovation Council (STIC)** grant to install semi-permanent demo-projects at five school intersections as part of our safer routes to school plan. Signs with links and QR Codes for public feedback were placed at each location.

### Commercial Tobacco Control



This year **Live Well Geary County** is excited to start a new **Resist Chapter** at **Fort Riley Middle School**. Resist Chapters empower students and provide them with the tools to educate their peers in cessation and prevention of vaping and commercial tobacco use.

### Initiative Wide: In general, my community has sufficient opportunities for physical activity.



### Key findings:

About two-thirds of respondents across the 24 *Pathways* communities said their community has sufficient opportunities for physical activity.

Results are based on data from an initiative-wide survey of Blue Cross and Blue Shield of Kansas members for whom e-mail addresses were available in each of the 26 counties in which BCBSKS has funded coalitions as part of the *Pathways to a Healthy Kansas Initiative*. N = 4,845. The survey response rate was 6.9 percent.



**Live Well Geary County**  
(785) 380-8998

[livewellgearycounty@gmail.com](mailto:livewellgearycounty@gmail.com)

[livewellgearycounty.org/](http://livewellgearycounty.org/)

Facebook: [@livewellgc](https://www.facebook.com/@livewellgc)

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Projects for Action Period 2

\$88,991

Grant Dollars Distributed So Far

36,739

Population Impacted

*Pathways to a Healthy Kansas* combines evidence-based solutions and promising practices for improving healthy eating, active living and tobacco prevention to make a large impact in communities. The program provides community coalitions with the tools and resources needed to remove barriers and engage their communities – and represents the largest community grant program ever funded by Blue Cross and Blue Shield of Kansas.

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